

## CLAIMS

The following is claimed:

1. A method of electronically generating and assigning a photographic project comprising the steps of :

receiving a photographic assignment request from a user, the photographic assignment request received by a control program, the control program based within a first server;

issuing a user identification by the control program, the user identification specifically corresponding to the user;

receiving a photographic assignment specification from the user, the photographic assignment specification received by the control program;

searching a photographer data base for a photographer, the photographer selection corresponding to the received photograph specification, and the photographer database stored within a second server;

generating with the control program, a search result of the photographer selection;

transmitting the search result of the photographer selection to the user;

receiving an approval of the photographer selection from the user;

generating with the control program, a photograph request for the photographer;

transmitting the photograph request to the photographer;

receiving an image from the photographer;

generating with the control program, a photograph submittal for the user;

transmitting the photograph submittal to the user for review;  
receiving a photograph review from the user;  
generating a user review report for the photographer; and  
transmitting the user review report to the photographer.

2. The process of claim 1, further comprising the steps of:  
receiving with the control program, a photograph revision from the photographer, the  
photograph revision in response to the user review;

generating with the control program, a revised image for the user;  
transmitting the revised image to the user for review and comment;  
receiving with the control program, an approval from the user; and  
generating with the control program, an acceptance receipt to the photographer.

3. The method of claim 1, further comprising the steps of:  
generating with the control program, an access code for the user; and  
authenticating access to the control program by the user by requiring the user to submit  
the access code to the control program.

4. The method of claim 1, wherein the step of transmitting the photograph request to the  
photographer further comprises the steps of:  
generating with the control program, a photographer access code specifically for the  
photographer; and

authenticating the photographer's access to the control program by requiring the photographer to submit the photographer access code to the control program.

5. The method of claim 1, further comprising the step of:  
providing the user a progress history of the photograph generation and assignment.
6. The method of claim 1, wherein the step of transmitting the photograph request to the photographer further comprises the step of:  
generating an e-mail message to the photographer, the e-mail message containing the project description and control program contact information.
7. The method of claim 1, wherein the step of transmitting the photograph submittal to the user further comprises the step of:  
displaying a progress image to the user.
8. An electronic system for generating and assigning a photograph by a remotely located user with a remotely located photographer, the system comprising:  
a control program associated with a server, the control program capable of communicating with a user and additionally capable of communicating with a remotely located photographer, the control program capable of receiving a request for a photographic assignment from the user;  
a database associated with the control program, the database including a store of information

relating to a photographer, the database searchable for a photographer having a criteria set that corresponds to the photographic assignment from the user; and

an electronic interface having the ability to transmit a communication between the user and the photographer as manipulated by the control program, the communication including a photograph specification by the user and a response to the photograph specification by the user.